

## “Augmented Reality Marketing about Indian companies”

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### Abstract

Today, organizations, to a greater extent, consider Augmented Reality (AR) to be the chosen key capability to sustain in the market. In general, the industries are relying on these technologies for their survival to match the organizational capabilities and consumer needs. The marketing industry largely depends on AR and its impact on brands or sales. However, extant literature conveys that there is still no substantial AR strategy practiced among Indian companies. Accordingly, the marketing subdiscipline known as "**Augmented Reality Marketing**" is new, unexplored, and possibly disruptive from a strategic perspective. The research article predominately focuses on the objective of understanding the digitalization of the online market by different companies being utilized to improve the buying experience. During the course of the research, the researchers observed different perspectives, reactions along with the features being used to interact with the application, and the availability of AR.

### Keywords

Reality,  
application,  
impact,  
buying experience,  
Indian companies.

### 1. Introduction

In augmented reality (AR), information in video, text, or images is superimposed over commonplace things in the real world using digital technology. The user will typically need a smartphone, tablet, or headset to observe the world with AR.

With augmented reality (AR), marketers can turn a static object, like a printed advertisement or magazine cover, into an engaging 3D experience. The difference between AR and VR is that unlike virtual reality, augmented reality (AR), this

completely immerses the user in a computer-generated (Azuma R) world and adds digital overlays to the user's perspective of the outside world. During the research procedure, information was gathered from cities including Pune, Mumbai, Bangalore, Delhi, and Hyderabad. (Mkm, Manikandan & Ganesan, S. 2016).

The respondents primarily belonged to the 18 – 45 age demographics, with a collection of feedback for different options and features being explored and the level of confidence and satisfaction while buying and browsing through the mobile application and the official website.

This also covered various features available on the application, where it was observed that most of the companies had adopted AR on a large scale.

The entire process also included recording the responses. It depicted that even most buyers have accepted augmented reality to have enhanced the overall experience of buying, intending action, and placing more orders on the applications. Also, it was observed that it was also sent favorable for keeping social restriction and health at top priority due to the low-level physical interaction of visiting the stores. (Javornick, 2016; Yim et al, 2017)

Since augmented reality apps are a specialty, companies have expanded the boundaries of digital and advertising. They offer a wide range of flexible solutions firmly in India as a top augmented reality. The reach of mobile has increased as it becomes more intelligent. Apps for augmented reality are available for both iOS and Android devices 2018. This technology, 3D boreal-time now be viewed in real-time on tablets and mobile phones. The 3D elements have been digitally added and "augmented" into the video. This real-time integration of the actual and virtual worlds is made possible through digital processing. It's similar to bringing to life a vehicle, an animated figure, a game, etc. With the help of this technology, clients can now develop challenging communications and ideas. This research paper, in particular, speaks about the recent behaviors, user experiences and the impact that Augmented Reality has created in the minds of consumers.

## 2. Review of theory and Literature

For the research, extensive research consisting of 50 research articles was taken for clear insights into the Idea of Augmented Reality in the Indian Market (Perannagari) and how companies are using them for optimising the shopping or in-store experience from the fingertips. Regarding the recent trends, several articles, along with the analysis of how the current trend is on the wagon,

were further backed up by a survey to understand the perception of such an innovation in the minds of the consumers (to). The central theme was aimed at understanding the opportunities and the current scenario of AR or Augmented Reality in India in terms of usage by different companies. (Perannagari)

India's AR/VR market is still in its infancy. Only roughly 170 businesses have appeared in this sector in recent years. (Perannagari) However, this industry is anticipated to the rate of compound yearly growth is 76% over the following five years. (Cirulisa)

Nowadays, augmented reality is commonplace (real-world!). Social media filters, games like Pokemon Go (Ng) and even advertisements for movies and items where a static poster comes to life through the lens of a smartphone camera are examples of this trend India has been developing quickly and is more open to implementing cutting-edge technologies to boost enterprises (Wil). Several sectors across numerous verticals are investigating various drivers of growth, possibilities, and success under the direction of technological advancement. When it comes to leveraging new developments and shoring up the foundation to secure its future in the nation, the retail industry is also not far behind. Augmented reality is one of the significant reasons for (ScienceDirect "Hector Ramirez) boosting profitability and making retail more competitive (AR). To advance further, the nation has been watching many technical developments and experimenting with augmented and virtual reality for some time. Customers benefit from an interactive experience when augmented reality is integrated into enterprises (Azuma R).

In recent years, particularly after the pandemic, India has seen widespread adoption across business verticals, according to Tata Lexis, a Tata Group design and technology services company that focuses on the automotive, media, communications, healthcare, and transportation domains. AR and VR have been there since the early 1990s (reality) but because the related

software and hardware tools were so expensive, their use was only permitted in the defence and high-spending industries. Then, over the past ten years, the gaming industry began to use some form of AR & VR.

### **3. Methodology**

Both secondary and primary data are the foundation of this study. Primary data are facts that have been independently gathered by researchers from direct sources using methods like tests, surveys, and interviews. . Preliminary data, often acquired at the beginning—where the data initially originates—is the most important type of data for the study. There are various primary data-gathering techniques that can be used to get incomplete data. (Wikipedia) The following are a few of them:

#### **3.1. Observation**

Studies in behavioural science generally use the observation methodology. As a method and scientific tool, the researcher gathers data by observation. The statement is frequently painstakingly written and is subject to checks and controls (Treiblmaier), once employed as a method for information aggregation. Any strategy that makes use of the observation methodology, whether it be controlled or uncontrolled, participant, non-participant, or invisible, has the potential to be effective. A thorough description of the experimental subjects, observer vogue, environmental conditions, and information choice helps to distinguish between structured and unstructured systems. This can serve as both the definition and the converse of a structured observation strategy.

#### **3.2. Semi-structured Interview**

An interview is a way of gathering information that involves two groups of individuals. In the first group is the interviewer (the researcher or researchers asking questions and collecting data). Comparatively, the interviewee belongs to the second group (the subject or respondent being

asked questions). Oral communication between interviewers and candidates is possible. Because they promote flexibility, open-ended questions are frequently used in semi-structured interviews. Despite being simple, comparing answers when questions are asked in a specific order may be restrictive. Less structure can make it easier to compare responses from different respondents and spot trends.

### **4. Survey and Questionnaire**

Questionnaires and surveys are two similar primary information collection methods. They consist of a series of questions that have been prepared or written and given to the study sample to receive responses. When the necessary responses are given, the survey is given to the researcher for recording. (Elsevier "Joachim Scholz). Conducting pilot analysis wherever the questionnaires area unit crammed out by specialists and meant to work out the shortcomings of the used approaches is suggested.

Online and offline surveys area unit the most classes accustomed gather information (McLean). Mobile phones, PCs, tablets, and different internet-capable devices area unit accustomed conduct on-line surveys. They will be distributed to responders via websites, social media, or email.

It falls within the category of knowledge that has previously been acquired. Data for a particular study may have been acquired by one researcher and made available to another for usage. The information might also be gathered without having a specific study purpose in mind, just like with the national census. For one analysis, information that is considered secondary is essential.

### **5. Decathlon**

Decathlon incorporates a distinctive business model – style, testing, producing, and selling their brands. They have a 700-person analysis and development team who work methodically on new products and improved versions of their current products. The distributor consistently

produces regarding a pair of,800 product on the average athletic contest actively seeks out good prices – areas wherever will|theywill|they'll} save in order that they can cut costs more. in contrast to its competitors, the distributor doesn't rent influencers or run lavish advertising campaigns. Its stores aren't getting a lot of in decoration either (Ng). These methods quantity to important price cuts. Since there area unit athletic contest stores much all over in Bharat, it's pretty accessible. With its new outlet gap within the ETA mall, it's roughly ten locations in metropolis, from Whitefield to Mysore Road, creating it even additional accessible. They additionally provide the choice of looking on-line Therefore, you're now not needed to jaunt the opposite aspect of town to buy for sports. The business partners with international suppliers, oversees internal analysis, design, production, logistics, and distribution of its product, and sells its brands to customers directly in big-box stores exploitation the athletic contest name.

The decline of independent retailers in France has been substantially touched by its popularity, and conventional manufacturers have been significantly impacted by the success of its products. Decathlon achieved a record for the company in 2008 by outperforming all of its competitors in three key areas: margin, market share, and highest turnover per square metre of shop space. At a worldwide level, it is maybe third. Decathlon asserts that it has a stringent policy regarding employee wellbeing and that all of its contractors always adhere to the Human Responsibility in Production (HRP) process(Azuma R). The HRP refers to the management framework and tools that Decathlon has implemented for supplier and manufacturing site working environments. They oversee and are the owners of their designs, manufacturing, shipping, and distribution, and they collaborate on projects with their global suppliers. They keep high-quality products affordable by eliminating all middlemen and working directly with customers, passing the savings to you! You know, kind of like IKEA. Therefore, even if there are Decathlon products labelled "Made in China," they will be identical to your iPhone in that

Decathlon owns, designs, produces, and markets every component.

## 6. Big Basket-online grocery store

Bigbasket.com is the largest online grocery and food retailer in India (Innovative Retail concepts non-public Limited). You might discover everything you're looking for in our catalogue, which includes more than 16,000 items from 1,000 different brands. Everything you require is available here, including fresh produce, rice and dals, spices and seasonings, packaged items, drinks, humanitarian aid, and meat. Choose from a variety of thoroughly considered selections in each category to help you discover the highest calibre at the most affordable costs (Perannagari). Among the cities that also have Vijayawada-Guntur are Kolkata, Ahmedabad-Gandhinagar, Lucknow-Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surat, Nagpur, Patna, Indore, and Chandigarh. Tricity Online payments accepted include debit or credit cards, cash, and Sodexo on delivery. We pledge promptness

**6.1. Product Mix** -Fruits and vegetables, Bread, dairy & Eggs, Branded foods, Household, Meat

**6.2. Target Segment** -Students, Foreign, Other states, Family, With baby, Big family, Corporate Professionals, Single, Both are working.

### 6.3. Delivery strategy

Possess a fleet of GPS-equipped vans.  
Developing a hub-and-spoke model.

All items are delivered and stocked in a warehouse, with a 10% refund for any delays.

## 7. Meesho

Meesho may be a platform in India that permits individuals to sell product exploitation their social networks. They were within the summer 2016 batch of YC; you'll be able to check them out at Meesho.com. Meesho pioneered social commerce in Asian country six years ago, providing a supply of financial gain for many homemakers.

Meesho is an associate degree India-based social commerce platform that allows users to sell products like attire, room appliances, jewelry and accessories on social media platforms. Meesho is headquartered in Bangalore, Karnataka. Vinit Aatrey is the Co-Founder & business executive of Meesho. Meesho has received a total of \$1.1B in funding. Meesho has 2 firms in its portfolio, together with Elena's. Meesho has 301 followers on Owler.

### 7.1. Product Mix

Niche based mostly Strategy

The foremost selling strategy by Meesho relies on a distinct segment to empower ladies.

Meesho aims to create the concept of independence among ladies.

Women who are homemakers and lack money and independence profit most from it.

### 7.2. Social Media Marketing

The world is rapidly going digital.

People are on social media frequently.

Meesho uses social media marketing as well..

### 7.3. Influencer Marketing

Meesho has additionally opted for the strategy of influencer selling.

Various influencers promote Meesho.

This helps Meesho gain additional audience for the corporate.

### 7.4. Meme Marketing

Meesho has conjointly taken a plunge in acculturation promoting. Meesho shares its new offers and discounts in memes.

### 7.5. Target Segment

This audience was ladies between the ages of twenty five associated forty five United Nations agency lived in varied cities throughout Asian country and had an affinity to start out an internet business.

### 7.6. Delivery strategy

Meesho enables users to profitably resale their goods.

Anyone can access the app and choose any item they want to resell.

The commission on the item and the shipping fee can then be added up.

This final pricing enables product sharing via Facebook groups or WhatsApp.

## 8. How Augmented Reality can be integrated into the Indian Market

Helping in the in-store experience by enabling augmented experience to buyers.

Tangible or hyper realistic experience for shopping.

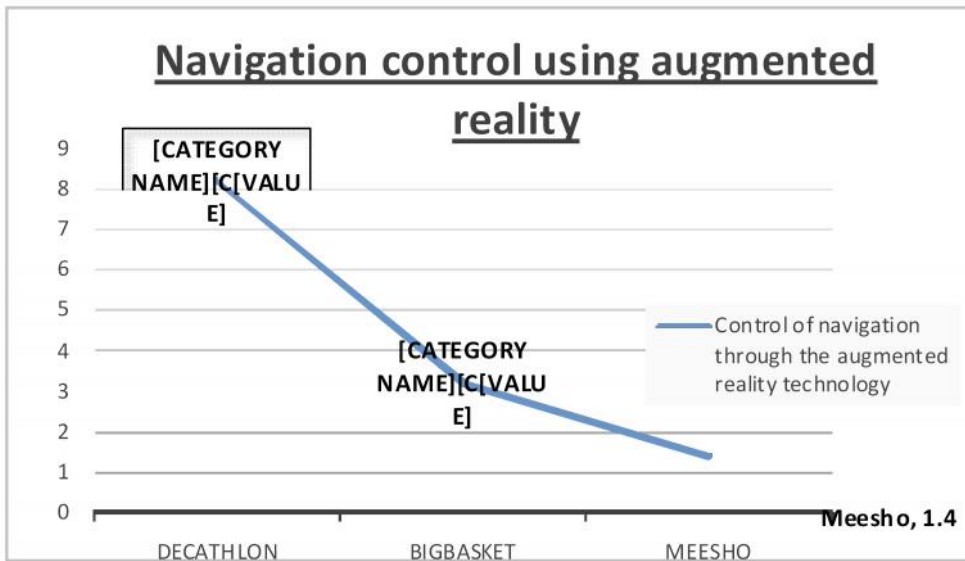
Trust building by walk-in experience online.

Visualization of products and grocery items can offer detailed information about the product. Virtual showrooms allow shoppers to explore and make purchases without leaving the comfort of their homes.

## 9. Data analysis

### 9.1. Navigation control using augmented reality

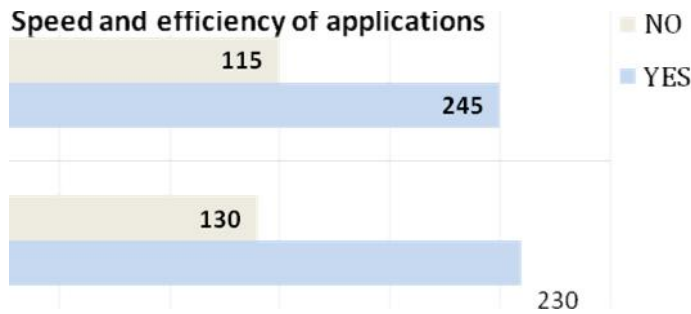




A study was conducted to know navigation control through augmented reality technology. It was found that out of 50 respondents, 50% of respondents used, followed by Big Basket and

Meesho. Hence it is clear that there is a higher level of control in navigation experienced in the Decathlon app.

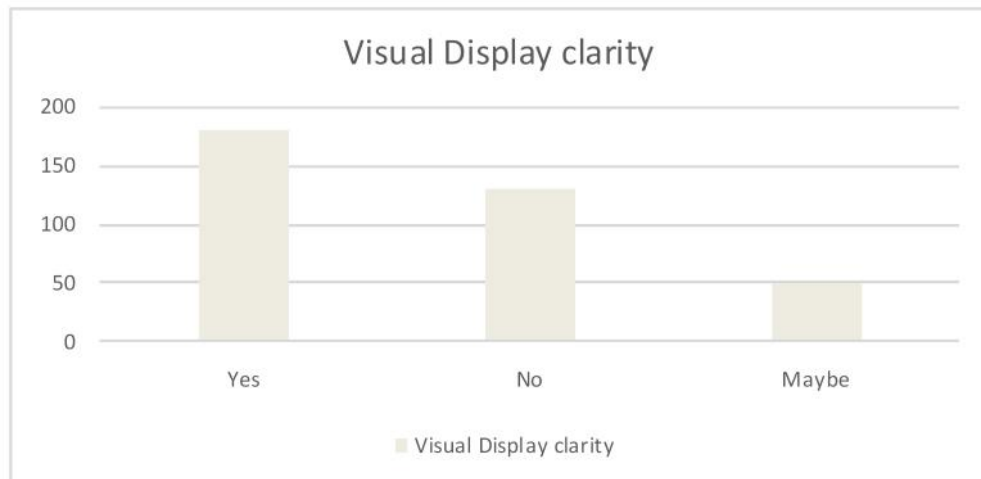
**9.2. Augmented reality and the capacity to quickly and effectively adapt to unique needs**



An inquiry was made regarding the ability of the application to respond to specific needs efficiently, and it was found that 230 people out of 360 could access the application as per their

specifications. Similarly, 360 respondents are using different applications for different items. Hence, it can be said that respondents accept this feature.

**9.3. The visual display of AR was apparent.**



To understand the usage, queries were asked of the respondents. It was found that more than half of the respondents found that the AR feature had clarity in the AR feature on the app. Almost 130 users have found it to lack clarity. Only 50 users are unsure.

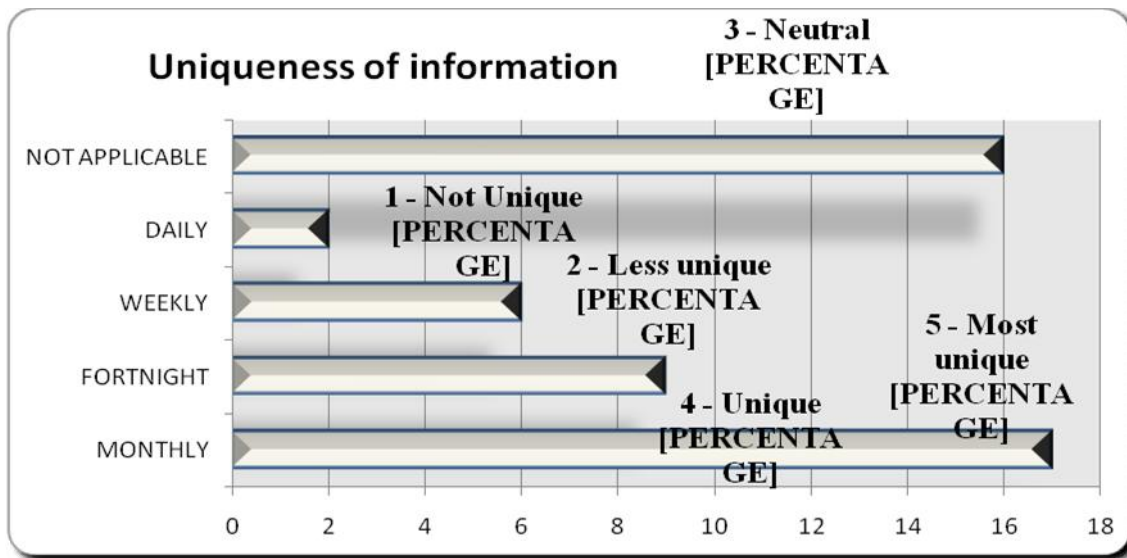
**9.4 The augmented reality function provides distinctive information.**

The users were asked to score the level of originality in the information the AR feature presented to them on a scale of 1 to 5. 34 percent

of the respondents thought it was unique, it was discovered. Additionally, 32% of the respondents were found to have a neutral response.

**9.5. The app's AR component is simple to use and offers a variety of options.**

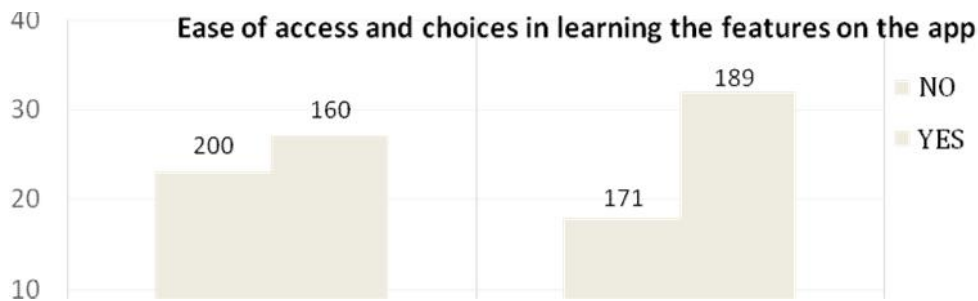
A question was asked to know if the infrastructure on the app was easy to access while learning the AR feature. Most respondents found it easy to access, and various choices cater to different needs.



**9.6. The AR component of the software is simple to use, and there are many options.**

A question was asked to know if the infrastructure on the app was easy to access while learning the

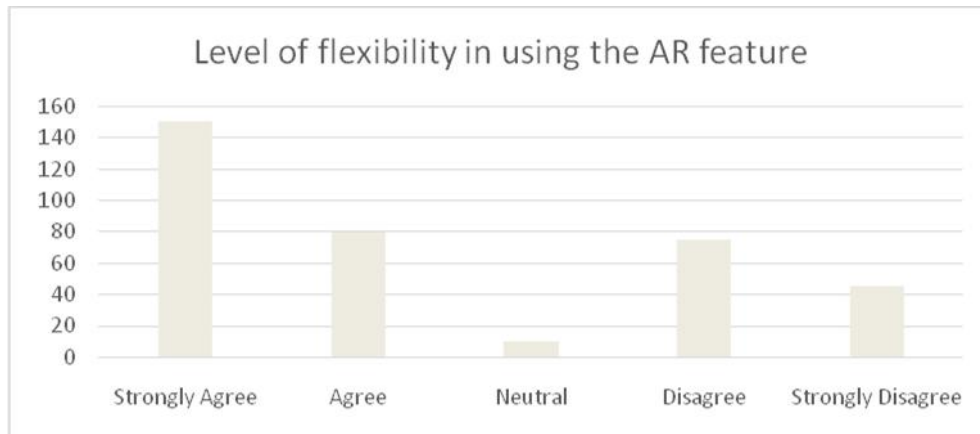
AR feature. Most respondents found it easy to access, and various choices cater to different needs.



LEVEL OF EASE

CHOICES AVAILABLE

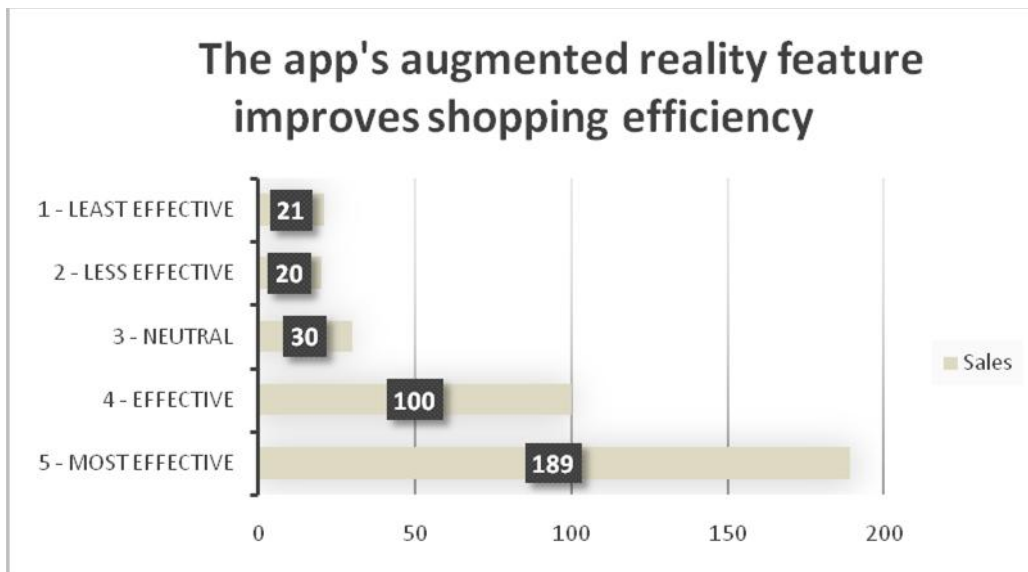
### 9.7. The flexibility of the AR feature to interact with



A study was made to understand respondents' opinions regarding the AR feature's effectiveness in enhancing the shopping experience. It was found that 189 people rated this five on a scale of 1 – 5.

### 9.8. The app's augmented reality feature improves shopping efficiency

A query was made to understand respondents' opinions regarding the AR feature's effectiveness in improving the shopping experience. It was found that 189 people rated this five on a scale of 1 – 5.





## 10. Cross-case analysis

Factors for comparison	Decathlon	Big Basket	Meesho
<b>Presence</b>	Offline & Online	Online	Online
<b>Core Idea</b>	Focus all their efforts on creating complex, attractive, affordable, and technically sound items.	BigBasket helps retain consumers and increase sales by providing generous discounts, bundling strategies, on-time delivery, and convenience.	It offers many chances for people and small businesses looking to launch online enterprises.
<b>Industry</b>	Sports Wear and Sports Items	Groceries and essentials.	For consumers and retailers jewellery's apparel, clothing, jewellery, personal care, home and kitchen, shoes, purses, kids' necessities, and electronics.
<b>Usage of Augmented Reality</b>	For Display of latest collections, Sports equipment.	For Stock item display of fresh groceries.	Not implemented yet.
<b>Pricing Strategy</b>	It has consistently kept its pricing low by never sacrificing quality. This results from cost leadership, design, and internal logistics process optimisation.	To cover their high variable expenses, they mark up the price of the groceries a little bit more than the market rate.	Meesho features several options to make money. It may be advertising, a penalty fee, or logistics.

### 10.1 Justification

The significant factors of comparison taken to draw attention to consisted of presence – whether offline or online, pricing strategy, use of augmented reality on the platform, and core idea. These factors help analyse how they differ in using AR as a feature. Decathlon, on one side, has a presence through physical stores and the online app, whereas Meesho only connects small businesses through the application. BigBasket has

also integrated AR to improve the in-store experience for the buyers before they proceed to buy.

AR, as a tool, not only helps to find them the kind of items they need but also, helps to stimulate an in-store experience when they are not able to buy products from other places. Consumers' shopping experiences have changed from being primarily physical to being primarily virtual.

Brands have come on board in an effort to make the experience for customers as immersive as possible. Although consumers valued the convenience of online buying, it soon became clear that virtual storefronts had many drawbacks. As a result, brands began utilizing various technologies to replicate the in-store experience online. One of the effective ways for doing this is augmented reality (AR), which, in addition to removing e-commerce restrictions, improves the experience of online buying by offering thorough product descriptions(Ng). This procedure is made easier by augmented reality (AR), which shows users how the product would appear in their personal setup.

## **11. Discussion**

This study, dubbed "Augmented Reality Marketing" (Azuma R), aims to comprehend the current situation in which numerous mobile applications employ and include augmented reality as a marketing technique to improve the user experience and its effects on the Indian market. The primary method of the study involved using an online questionnaire to get feedback on the user efficacy, flexibility, user-friendliness, and availability of various in-app elements that improve the user's accessibility. Cities like Pune, Mumbai, Delhi, Bangalore, and Hyderabad provided the data collection. The following primary findings were released in the following sequence, and they featured high-end remarks from respondents on the value of the augmented reality feature on the Decathlon and Big Basket mobile apps.. Meesho, on the other hand, reacts indifferently. The findings have been made during the course of the research, where it was observed that most of the population uses mobile apps for purchasing from Decathlon, Big Basket and Meesho. People are aware of and support the usage of the Augmented Reality feature (Science Direct "Hector Ramirez). Hence it can be inferred that the Augmented Reality feature is accepted by Pune, Mumbai, Delhi, Bangalore, & Hyderabad residents. It can also be noted that most users are women in the case of Meesho; on the other hand, in the case of

Decathlon & Big Basket, the majority are men & women. The technologically literate population supports this initiative(Elsevier "Joachim Scholz). The primary purpose of using these applications remains experience, where Augmented Reality enhances the accessibility of the application(Azuma R). The majority of users prefer using it every month. People mostly use the AR features of companies such as Decathlon and BigBasket. The people have much-appreciated user accessibility. People find AR feature safe to use(reality I. A.-c.). It has been found that more in-app features are required on Meesho, like Augmented Reality.

## **12. Conclusion**

After conducting the survey, the Researchers have concluded that the Augmented Reality feature initiative has massive potential in terms of generating impact on the user experience on mobile applications like Decathlon and BigBasket(Azuma R). This survey also found the effect of this feature and its relation to developing a high user consumption and conversion from mobile applications. It has been seen that the urban population remains ahead in using this feature. It can also be noted that the Augmented Reality feature has always been looked forward to by the people in the urban regions, where quick delivery and hyper-realism on the application are most used. In recent weeks, the utility of the Augmented Reality feature and its need have increased substantially. Due to the lack of advanced advertisement strategies, this initiative is facing a setback in reaching a much larger audience. The research concluded that Augmented Reality is gaining high momentum in terms of acceptability, effectiveness and user-friendliness of the mobile and website impact on the target audience in India. Shortly, this would become the primary buying option for different audiences on applications such as Decathlon, Big Basket and Meesho. Other users, such as sports enthusiasts, fashionistas, and grocery and daily-use shoppers, found the Augmented Reality feature on the application to be effective in creating an impact on the user experience.

### 13. Limitations

The limitations found for the study consist of conducting more extensive research that should be undertaken to understand the climate of the Augmented Reality feature on different applications. Apart from metropolitan cities, the study should have been conducted in towns or semi-urban areas to understand the accurate census using the AR feature. A more continuous observation can prove beneficial in collecting real-time responses.

### 14. Recommendations

The testing needed to be made more accessible to a larger population in different cities across India to make this research more effective. As per the rate at which the receptivity of the respondents was concerned, it was observed that, in most cases, a thorough usage of the application would have made it easier for them to be more open to suggestions and the applications' responses as a whole. The better the AR was on the application, the more usage and effectiveness of the application would be made in response to bringing a higher consumer base.

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